

WHAT IS CLAIMED IS

1. A view restriction method for imposing view
restriction on a program that is scheduled to be
5 broadcasted or being broadcasted, comprising the steps of:

associating receiver identification information
for identifying a receiver of a viewer with a restricted
program when the restricted program is designated by the
viewer;

10 broadcasting view restriction information
including the receiver identification information
associated with the restricted program together with the
restricted program in a broadcasting time range of the
restricted program;

15 acquiring, at the receiver, the view restriction
information broadcasted together with the restricted
program; and

restricting, at the receiver, display of the
restricted program if the receiver identification
20 information included in the view restriction information
matches that set at the receiver.

2. The view restriction method according to claim
1, wherein the view restriction information includes an
25 individual message that is voluntarily specified by the
viewer; and

the view restriction method comprises a step of

displaying the individual message included in the view restriction information instead of a screen of the restricted program at the time of restriction of displaying the restricted program.

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3. The view restriction method according to claim 2, further comprising the steps of:

broadcasting a rating value based on a content of the restricted program in association with the restricted program;

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displaying, at the receiver, a password enter screen when the restricted program has the rating value equal to or greater than a predetermined rating value; and

displaying, at the receiver, the individual message included in the view restriction information instead of the screen of the restricted program when a predetermined password is entered.

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4. A view restriction method for imposing, at a receiver, view restriction on a program that is scheduled to be broadcasted or being broadcasted, comprising the steps of:

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acquiring view restriction information broadcasted together with a restricted program; and

restricting display of the restricted program when receiver identification information included in the view restriction information matches that set at the receiver.

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5. The view restriction method according to claim 4, the view restriction information includes an individual message that is voluntarily specified by a viewer; and

the view restriction method comprises a step of displaying the individual message included in the view restriction information instead of a screen of the restricted program at the time of restriction of displaying the restricted program.

6. The view restriction method according to claim 5, further comprising the steps of:

displaying a password enter screen when the restricted program has a rating value equal to or greater than a predetermined rating value; and

displaying the individual message included in the view restriction information instead of the screen of the restricted program when a predetermined password is entered.

7. A view restriction setting method for setting view restriction comprising the steps of:

associating receiver identification information for identifying a receiver of a viewer with a restricted program when the restricted program is designated by the viewer; and

transmitting the receiver identification

information and information about the restricted program to a broadcasting service provider that broadcasts the restricted program.

5 8. The view restriction setting method according to claim 7, further comprising a step of transmitting, to the broadcasting service provider, an individual message that is voluntarily specified by the viewer so as to be associated with the information about the restricted
10 program.

 9. The view restriction setting method according to claim 7, further comprising the steps of:

 authenticating the receiver by receiving a
15 designation of the restricted program from the receiver and determining whether the receiver identification information has been registered with a client register about clients who have made contact with the broadcasting service provider; and

20 sending the receiver identification information and the information about the restricted program to the broadcasting service provider only when the receiver is duly authenticated.

25 10. A receiver capable of imposing view restriction of a program that is scheduled to be broadcasted or being broadcasted, comprising:

acquiring means for acquiring view restriction information that is broadcasted together with a restricted program; and

display control means for restricting display of
5 the restricted program if receiver identification information included in the view restriction information matches that set at the receiver.

11. The receiver according to claim 10, wherein
10 the display control means displays an individual message included in the view restriction information instead of a screen of the restricted program.

12. The receiver according to claim 11, further
15 comprising password request means for displaying a password enter screen when receiving the restricted program having a rating value equal to or greater than a predetermined rating value,

wherein the display control means displays the
20 individual message included in the view restriction information instead of the screen of the restricted program when a predetermined password is entered.

13. A view restriction setting device for setting
25 view restriction, comprising:

associating means for associating receiver identification information for identifying a receiver of a

viewer with a restricted program when the restricted program is designated by the viewer; and

transmission means for transmitting the receiver identification information and information about the
5 restricted program to a broadcasting service provider that broadcasts the restricted program.

14. The view restriction setting device according to claim 13, wherein:

10 the associating means associates an individual message that is voluntarily specified by the viewer with the information about the restricted program; and

the transmission means transmits the individual message together with the receiver identification
15 information and the information about the restricted program to the broadcasting service provider.

15. The view restriction setting device according to claim 13, further comprising:

20 receiver authenticating means for authenticating the receiver by receiving a designation of the restricted program from the receiver and determining whether the receiver identification information has been registered with a client register about clients who have made contact
25 with the broadcasting service provider,

wherein the transmission means transmits the receiver identification information and the information

about the restricted program only when the receiver is
duly authenticated by the receiver authenticating means.

16. A view restriction setting program for
causing a computer to execute processing for setting view
restriction comprising:

associating receiver identification information
for identifying a receiver of a viewer with a restricted
program when the restricted program is designated by the
viewer; and

transmitting the receiver identification
information and information about the restricted program
to a broadcasting service provider that broadcasts the
restricted program.

17. A computer readable recording medium
providing a computer program to a computer to cause the
computer to do processing for setting view restriction,
wherein

the computer program is provided that comprises:

associating receiver identification information
for identifying a receiver of a viewer with a restricted
program when the restricted program is designated by the
viewer; and

transmitting the receiver identification
information and information about the restricted program
to a broadcasting service provider that broadcasts the

restricted program.

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